



Request for City Council Committee Action

Date: December 1, 2003

To: Barbara Johnson, Chair
Ways and Means/Budget Committee

Submitted by: John Bergquist, Assistant City Coordinator _____
Phone: 673-2098

Approved by: John Moir, City Coordinator _____

Referred to: City Council

Subject: GMCVA Contract Renewal

Recommendation: That proper City officials be authorized to execute a contract with the Greater Minneapolis Convention and Visitors Association (GMCVA) , commencing January 1, 2004 through December 31, 2009 for sales and marketing services in an amount not to exceed

- a. Four million nine hundred ten thousand dollars (\$4,910,000.00) base contract funding;
- b. One hundred twenty thousand dollars (\$120,000.00) salary transfer from the Minneapolis Convention Fund;
- c. One hundred thousand dollars (\$100,000.00) for program transfer as specified by the Minneapolis City Council; and
- d. One million three hundred and fifty thousand dollars (\$1,350,000.00) estimated one percent (1%) hotel tax collection for calendar year 2004,

Total: \$6,480,000.00

This contract is payable from fund 0760 agency 864 org. 8641.

Financial Impact (Check those that apply)

- ☐ No financial impact (If checked, go directly to Background/Supporting Information)
- ☐ Action requires an appropriation increase to the Capital Budget
- ☐ Action requires an appropriation increase to the Operating Budget
- ☐ Action provides increased revenue for appropriation increase
- ☐ Action requires use of contingency or reserves
- ☒ Other financial impact (Explain): **Action is within current approved appropriation.**
- ☐ Request provided to the Budget Office when provided to the Committee Coordinator

Community Report:

City Goals: Alignment with the following City Goals:

- Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets.
- Deliver consistently high quality City services at a good value to our taxpayers.
- Promote public, community and private partnerships to address disparities and support strong, healthy families and communities.
- Maintain the City infrastructure to ensure a healthy, vital and safe City.
- Strengthen City government management and enhance community engagement.